

DEVELOPMENT OF CUSTOMER SERVICES WEB-BASED SYSTEM

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ABSTRACT

The main objective in this study is to design web-based system for Plaza Low Yat Mall in Kuala Lumpur (KL) - Malaysia to serve the customers and help them to find suitable sales locations and offering best choices available, all through accessing a database designed for the mall since this system will have search options to find what they want. Also this system will explain and give other information about Plaza Low Yat mall, as the Mall offer a huge variety of goods, its not easy for costumer always to find the best offer that fulfill their needs, otherwise, it would cost them long time to search, more efforts. This system will make the process much easier and give the best offer with less effort via browsing the database and search into it.

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LIST OF ABBREVIATIONS

IT	Information Technology
KL	Kuala Lumpur
WWW	World Wide Web
ACSI	American Customer Satisfaction Index
UUM	University Utara Malaysia
TILE	Technology Integration Learning
HR	Human Resource
SIM	Simulation Electronic Data Interchange
SEMC	SIM Management Center
WMFS	Work Flow Management system
XML	Extensible Markup Language
XSL	Extensible Style sheet Language
IBM	Company for computer production
C2C	Customer To Customer
DRAM	Dynamic random access memory
SSD	Solid State Drive
NAND	Flash Memory
HHD	Hybrid Hard Drive
UI	Unit Interconnection
CPC	Cost Per Click
OOS	Open Source Software
WSCDL	Web Services Choreography Description Language

BPEL	Business Process Execution Language
CBR	Case Base reasoning
ITACS	IBM Technology for Automating Customer function Analysis
BI	Business Intelligence
TTS	Text To Speech
CI	Continue intention
ECT	Expectation Confirmation Theory
TAM	Technology Acceptance Model
EMC	Company for IT products
MCI	Massive catalog Index
RDBM	Rational Data Base system
UML	Unified Modeling Language
OOAD	Object –Oriented Analysis and Design
OMG	Object Management of Group
CSS	Customer Service System
DBMS	Data Base Management system
SDRM	System Development Research Methodology
BB	Bukit Bintang
SAD	System Analysis and Design
SPSS	Self-Propelled Semi-Submersible
SMTP	Simple Mail Transfer Protocol

CHAPTER ONE

INTRODUCTION

1.0 Introduction

Within the last twenty years, Internet became undeniably a must and an important technology to be exploited in any aspect in our life. It presents a full space of information about almost every thing ranging from media, finance and business to much more than that. In this framework the web-based systems represent the units of that space. Progressively, the web-based systems enhance nearly all the fields in our life.

Researchers are going trying to develop more techniques and tools which include both the hardware and software. In this study one can see how the web-based systems will facilitate the management processes in various ways.

E-business is an ever expanding field in Information Technology (IT) based on the WWW (World Wide Web). It facilitates and improves commercial transactions and provides the stakeholders the facility to share information. It further helps to service offered and provides the clients with the necessary information about their organization.

E-business is the use of the Internet and other networks and information technology to support E-commerce, enterprise communications collaboration and web-enabled business processes, both within a networked enterprise with its customers and business partners(Gerstner, 1999).

In addition web-based systems have achieved success for many enterprises for example ,Cisco designed web-based systems offer and maintain contacts with all their customers

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